



# Snug N Play's SEO Optimization

# Case Overview

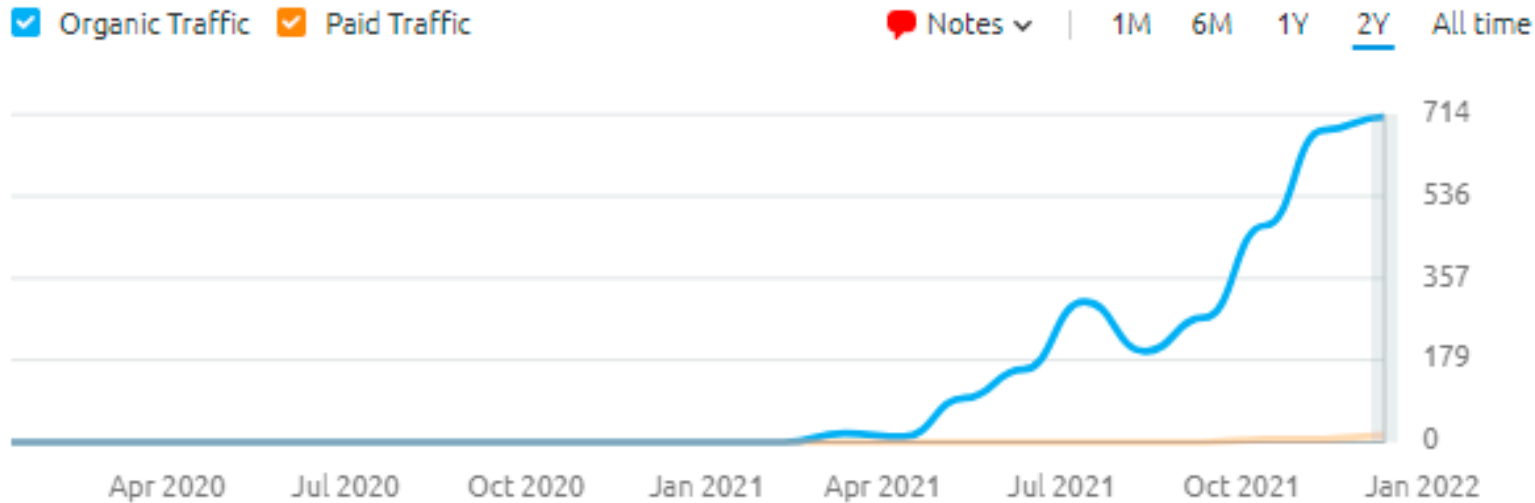
## 📄 Company Name: Snug n' Play

### Details:

In January 2021 , Snug n' Play reached out to Zyne Ventures for its SEO optimization. Zyne's team worked tirelessly and effectively on its On Page SEO and Technical SEO to increase their page visibility that helped them garner attention and attract customers to their business .

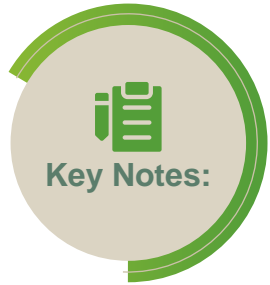
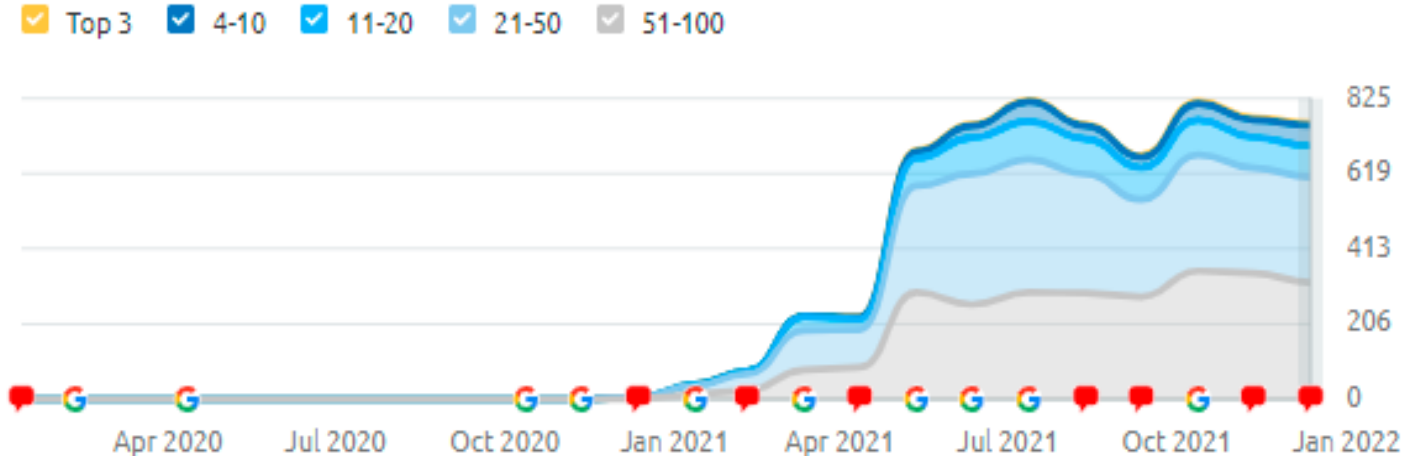


# Organic Traffic



Referring to the graph, organic traffic of Snug n' play has increased significantly over the period of 12 months. It was done so by identifying and fixing non performing content , finding new keyword opportunities, optimizing site for higher CTR, blogging to increase the speed of keywords ranking and exploiting site's architecture to get site links

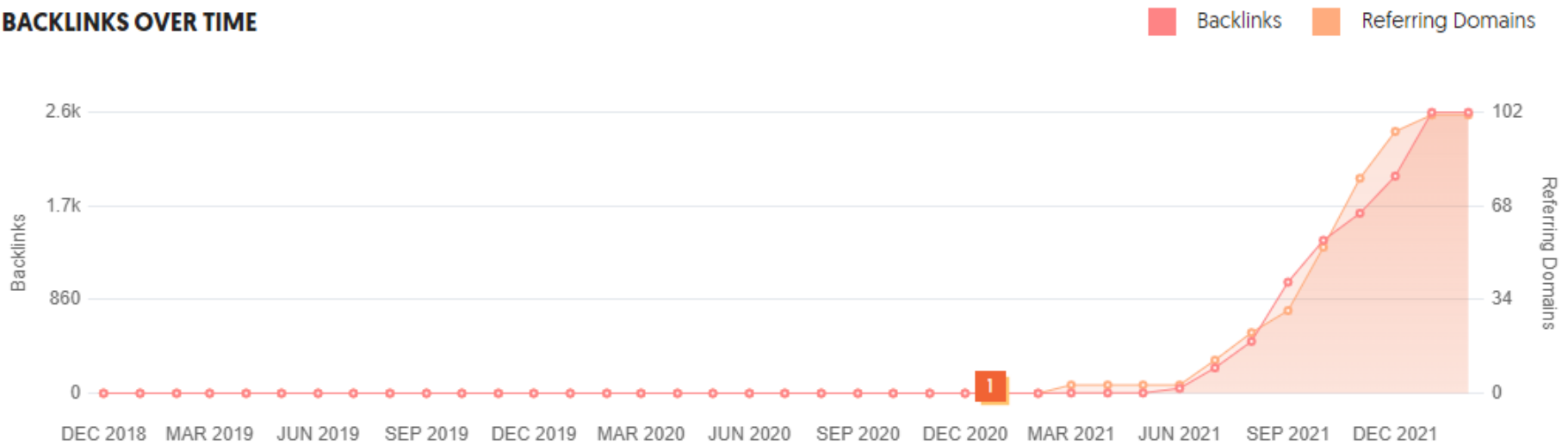
# Organic Keywords



Over the period of 12 months Zyne's team has generated over 750 keywords by fixing sites content and effectively analyzing the performing and non performing content for snug n play's market and optimizing the content accordingly.

# Backlinks Analytics

## BACKLINKS OVER TIME



Key Notes:

Zyne's SEO team has implemented a comprehensive backlinking strategy overtime and created above 2.6k backlinks of the site which has contributed effectively towards improving SEO ranking.

# Thank You



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